

'L'Odyssée de Cartier' is a visual spectacular of cutting edge special effects, which explores the fine jeweller's archives and back-story in a bid to showcase the brand to both existing customers, emerging markets and a new generation.

"This project has been treated like a real movie," Cartier UK's executive chairman Arnaud M.Bamberger explained at a preview screening at Cartier's London HQ last week, "we wanted the best special effects, a big director, an incredible model and props to intertwine with our incredible history.



Well as promotional videos go, you have to hand it to Cartier, L'Odyssée de Cartier really is a no-expense-spared mini-masterpiece.